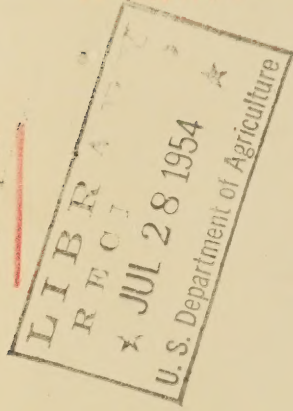


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William Macdonald Seed Co.
Box 550
Santa Maria, California

21954 =



SEC. 34 66 R. & R.

PERENNIAL FLOWER SEED

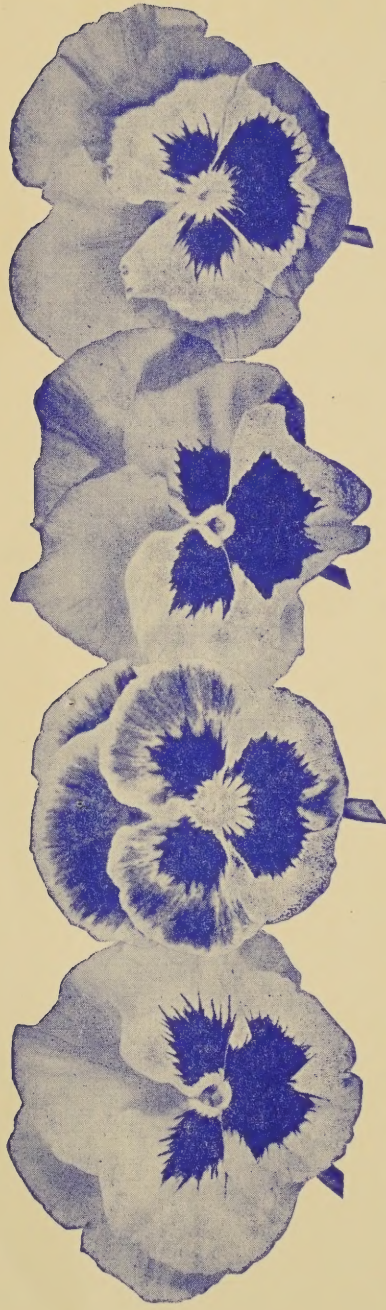
Harvest has started on 1954 Crop perennials. We expect to have most of these items ready for shipment during July and August.

If you have not already placed your order, please refer to our 1954 catalog for varieties and prices.

Use the attached Air Mail card for speedy service.

ATTENTION FLOWER SEED DEPT.

LIBRARY
U. S. DEPT. OF AGRICULTURE
WASHINGTON 25, D. C.



PANSY SUPER SWISS GIANT MIXTURE

Prospects appear favorable for an average crop of Pansy and Delphinium. The attached check list is for your convenience in ordering. All of the Pansy seed is ready for immediate delivery.

Good Pansy seed cannot be produced cheaply. We are confident that our strains are second to none in the commercial field. Early delivery, quality and strong germination are major considerations of your customers. Our Pansy seed will satisfy your best trade.

Delphiniums were especially outstanding this spring. In particular the Hybrid Pacific Giant strains. These tall, stately plants grow often to better than six feet high in our fields. Four foot spikes covered with full double florets are not uncommon.

Please refer to our 1954 catalog for a complete list of all perennials. Our plantings of Aquilegia, Carnation, Campanula, Dahlia, Hollyhock and Iceland Poppies were very colorful this year.

The William Macdonald Seed Co.

Santa Maria, California



VIA AIR MAIL

**FIRST CLASS
PERMIT No. 16**

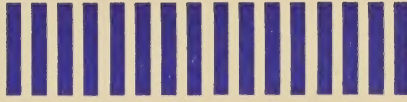
**SEC. 34.9 P. L. & R.
SANTA MARIA, CALIF.**

BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

— 5c POSTAGE WILL BE PAID BY —

**The William Macdonald Seed Co.
Box 550
Santa Maria, California**



To:

THE WILLIAM MACDONALD SEED CO.

Santa Maria, California

Gentlemen:

Kindly rush the following Delphinium and Pansy from new crop seed:

Ship Via: _____ Parcel Post; _____ First Class; _____ Air Mail.

DELPHINIUM (HP 4 ft.)	Per Oz.	Per Lb.
_____ 1888 Belladonna Improved , light blue.....	\$ 2.50	\$25.00
_____ 1889 Belladonna , light blue	1.50	15.00
_____ 1890 Bellamosum Improved , dark blue.....	2.50	25.00
_____ 1891 Bellamosum , dark blue	1.50	15.00
_____ 1892 Lamartine , gentian-blue cream center.....	2.50	25.00

DELPHINIUM HYBRIDUM (HP 5 ft.)		
_____ 1885 Blackmore and Langdon Mixture , attractive large flowered blend	2.50	25.00
_____ 1910 Wrexham Hollyhock Strain Mixture	3.50	35.00
_____ 1911 Gold Medal Hybrids Mixture	1.50	15.00

DELPHINIUM PACIFIC GIANTS STRAIN (HP 5 ft.)		
_____ 1916 Astolat Series , pink shades.....	12.00	
_____ 1894 Black Knight Series , very dark blue.....	8.00	80.00
_____ 1895 Blue Bird Series , mid-blue white bee.....	8.00	80.00
_____ 1896 Bluejay Series , mid-blue dark bee.....	8.00	80.00
_____ 1898 Galahad Series , giant pure white.....	8.00	80.00
_____ 1900 Guinevere Series , pink lavender	8.00	80.00
_____ 1899 King Arthur Series , royal purple.....	8.00	80.00
_____ 1882 Lancelot Series , clear lilac self.....	8.00	80.00
_____ 1897 Round Table Series , fine mixture	8.00	80.00
_____ 1901 Summer Skies Series , light blue white bee.....	8.00	80.00
_____ 1909 Pacific Giants Mixed , all colors	5.00	50.00

PANSY (Viola Tricolor Hortensis) (HA 6 in.)		
_____ 2594 Jumbo "Pay Dirt," new large golden yellow.....	15.00	
_____ 2604 Super Swiss Giants Mixed , red and bronze shades	7.50	75.00
_____ 2606 Swiss Choice Mixed	6.00	60.00
_____ 2612 America Mixture , bright mixture	6.00	60.00
_____ 2596 Felix Mixed , a new pattern in mixtures.....	10.00	100.00
_____ 2595 Jumbo Mixed , early large flowered.....	6.00	60.00
_____ 2607 Englemann's Giant Mixed , early flowering.....	8.00	80.00
_____ 2608 Maple Leaf Giants Mixed (Super)	8.00	80.00
_____ 2609 Macdonald's Scottish Exhibition Strain	7.50	75.00
_____ 2611 Trimardeau Improved Mixed	2.00	20.00

ADDITIONAL ITEMS:

FIRM _____ Date _____

CITY _____ STATE _____

BY _____